



Special Revenue Funds Expenditures

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Special Revenue
Funds Expenditures



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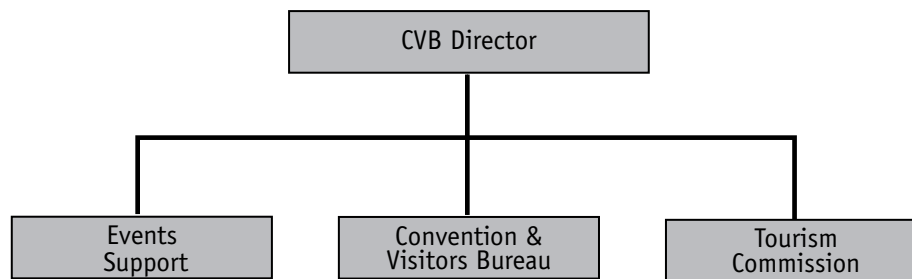
Hotel Occupancy Tax Fund - Program Description

This fund accounts for the levy and use of the hotel - motel bed tax. Proceeds from this tax are to be used toward tourism, community events, cultural enhancements and promotion of the City. Included is funding for the Convention & Visitors Bureau.

Convention & Visitors Bureau

The function of this department is to implement the City's long range Tourism Plan and represent the City in all other functions related to tourism and the Convention & Visitors Bureau (CVB). The Tourism Department consists of a Director of Convention and Visitors Bureau; a Marketing Specialist; and an Office Manager.

Mission: To Promote Economic Diversity by Developing the Tourism Industry in Round Rock.



Departmental Program Summary:

During 2003, Destination Development presented a long range Tourism Plan. This plan outlined the activities and programs that need to be developed in order for Round Rock to become the "Sports Capital of Texas." The Round Rock City Council adopted the plan in December of 2003.

The department consists of three programs described below:

Programs:

Events & Arts Support: This program provides funding for special events and activities held within Williamson County. Funding will be provided for those events or activities which demonstrate they can bring money into the Round Rock economy from outside our city limits.

Convention & Visitors Bureau: The purpose of this program is to establish a pro-active aggressive marketing and sales campaign for the City. The primary goal of this program is to increase occupancies of local lodging facilities and to increase tourism spending in Round Rock.

Tourism Commission: The Commission consists of representatives from various organizations and businesses which have a stake in the tourism industry of Round Rock. The commission will provide recommendations to city staff and city leadership regarding how the City should proceed with tourism activities.

FY 2007-08 Highlights:

- Three "Be A Fan" videos were run on the City television broadcasts to kick off the community campaign.
- Implemented new industry specific software for sales and service tracking and management.
- Updated long-range Tourism Plan.

FY 2008-09

Overview and Significant Changes:

The staff continues to evaluate the needs of the City to ensure the Tourism Plan is being implemented by:

- Development of Special Events Center.
- Work with the Tourism Commission on the event funding program with possible changes to the event funding process.
- Continue marketing plan and public relations campaigns and aggressively recruit conferences/tournaments to Round Rock.

New Programs for FY 2008-09:

The Convention and Visitors Bureau is proposing no new programs for FY 2008-09.

FY 2008-10 Overview and Beyond:

The CVB will continue to use sales and marketing efforts and find new ways to promote Round Rock as new tourism products come on-line.

- Special Events Center

Departmental Goals:

- Be diligent in measuring the return on investment for the CVB.
- Implement the City of Round Rock Tourism Way Finding Plan. (City Goal 3)

Objective: Implementation of tourism directional way finding signage plan.	Actual 05-06	Actual 06-07	Forecast 07-08	Forecast 08-09
% of construction of directional signage complete	50%	100%	N/A	50%

Trend: The RFP and selection process for design is the foundation for the entire project. Project implementations anticipated in summer 2008. This measure will be discontinued in FY 2009.

Objective: Continually evaluate and update tourism directional signage plan.	Actual 05-06	Actual 06-07	Forecast 07-08	Forecast 08-09
Signage plan up-dated	N/A	Yes	N/A	Yes

Trend: This measure will be implemented during FY 2008-09.

- Continue aggressive sales and marketing effort. (City Goal 1)

Objective: Continue marketing efforts for trade shows, direct mail and other activities and continue to build relationships and network with target markets.	Actual 05-06	Actual 06-07	Forecast 07-08	Forecast 08-09
Advertising/PR percentage of budget	20%	20%	20%	20%
Trade Shows/Direct Marketing	4/3	5/3	7/3	9/4
Building Relationships/Networking	Ongoing	Ongoing	Ongoing	Ongoing

Trend: This is the CVB's core business and will always be a department goal. This year the CVB will continue to focus on its internal audience through public relations and marketing efforts. A significant focus this year will also be external target markets. The Advertising/PR measurements are percentages based on a 5 year plan.

- Provide exceptional service to our guests. (City Goal 5.2)

Objective: Provide promotional items and tourist information and materials before/during conferences and tournaments.	Actual 05-06	Actual 06-07	Forecast 07-08	Forecast 08-09
# of Promotional items/printed materials	26,936	20,438	10,000	11,000

Trend: With an Event Coordinator on staff, a plan has been developed to provide exceptional service to our guests. Actual promotional items and printed materials may vary in numbers from projections because of conferences/tournaments that come up during the year. Changes due to Games of Texas, Certified Folder and increased leads.

Special Revenue Funds Expenditures

Hotel Occupancy Tax Fund

Departmental Goals: (cont.)

Objective: Promote local businesses (especially restaurants & attractions) to encourage tourism and serve as a resource to conference/tournament planners for needed services (i.e. RFP's for hotels, transportation, caterers, volunteers, etc.).	Actual 05-06	Actual 06-07	Forecast 07-08	Forecast 08-09
RFP's sent to hotels	23	25	28	35
Promotional Activities	Ongoing	Ongoing	Ongoing	Ongoing

Trend: Leads from marketing activities and discovery of CVB websites have lead to increased leads.

- Monitor the Visitor Information Center to improve and enhance service/information for visitors.

Objective: Supply resource materials and monitor distribution.	Actual 05-06	Actual 06-07	Forecast 07-08	Forecast 08-09
# of materials supplied	5,200	1,000	1,000	1,000

Trend: The Visitor Information Center has moved to the Premium Outlet Center

- Distribute Round Rock information at various outlets.

Objective: Supply resource materials.	Actual 05-06	Actual 06-07	Forecast 07-08	Forecast 08-09
# of materials supplied	13,120	213,667	70,000	40,000

Trend: This includes visitor packets, Certified Folder, Hotels, etc. Changes due to Games of Texas, Certified Folder and increased leads.

Hotel Occupancy Tax Fund**Summary of Expenditures:**

Account Title	2006-07 Actual	2007-08 Approved Budget	2007-08 Revised Budget	2008-09 Approved Budget
MULTI-PURPOSE STADIUM/CONVENTION FACILITY				
Transfer to Reserve Fund at Trustee Bank	\$10,000	\$0	\$0	\$0
Transfer to Debt Serv. Fund at Trustee Bank	668,405	715,000	715,000	710,000
Transfer to Conv. Center Expansion Fund	1,043,963	0	0	0
Property Insurance	35,000	40,000	40,000	40,000
Contingency and Trustee Fees	14,452	45,000	45,000	45,000
Capital Repair at Trustee Bank	0	75,000	75,000	75,000
Transfer to Capital Improvement Fund	100,000	100,000	100,000	100,000
Sub - Total	1,871,820	975,000	975,000	970,000
TOURISM EVENTS				
Round Rock Baseball Tournaments	0	0	0	14,000
Varsity Sports Marketing Group	0	0	0	5,000
United Martial Artist for Community Development	0	0	0	5,000
Fiesta Amistad	0	1,500	1,500	1,500
Super Series National	0	10,000	10,000	0
Round Rock College Classic	0	10,000	10,000	0
Pony Sectional Softball	10,000	0	0	0
Texas LaCrosse Showdown	5,000	0	0	0
Sub - Total	15,000	21,500	21,500	25,500
ARTS SUPPORT				
Choir	8,000	8,000	8,000	0
Sam Bass Theater	5,000	5,000	5,000	0
Contingency -Mid year events	0	13,000	13,000	29,000
Sub - Total	13,000	26,000	26,000	29,000

Special Revenue Funds Expenditures

Hotel Occupancy Tax Fund

Hotel Occupancy Tax Fund

Summary of Expenditures (cont):

Account Title	2006-07 Actual	2007-08 Approved Budget	2007-08 Revised Budget	2008-09 Approved Budget
TOURISM SUPPORT				
Tourism Study	\$0	\$21,500	\$21,500	\$9,745
Sub - Total	0	21,500	21,500	9,745
MUSEUM SUPPORT				
Palm House Museum	15,506	0	0	0
Sub - Total	15,506	0	0	0
CONVENTION & VISITORS BUREAU				
Personnel	198,869	274,880	274,880	294,441
Contractual Services	208,270	249,212	249,212	261,169
Materials & Supplies	14,157	18,840	18,840	35,335
Other Services & Charges	118,040	186,500	186,500	200,500
Capital Outlay	6,348	8,500	8,500	0
Sub-Total	545,683	737,933	737,933	791,445
CAPITAL PROJECTS				
Transfer to Capital Project Fund	490,500	500,000	500,000	500,000
Sub-Total	490,500	500,000	500,000	500,000
Fund Total	\$2,951,509	\$2,281,933	\$2,281,933	\$2,325,690

Hotel Occupancy Tax Fund**Convention & Visitors Bureau**

Authorized Personnel	Positions			Full Time Equivalents		
	2006-07 Actual	2007-08 Revised	2008-09 Approved	2006-07 Actual	2007-08 Revised	2008-09 Approved
Executive Director - Community Development	1	1	1	0.50	0.50	0.50
Director CVB	1	1	1	1.00	1.00	1.00
Marketing Assistant	1	1	1	1.00	1.00	1.00
Office Manager	1	1	1	1.00	1.00	1.00
Total	4	4	4	3.50	3.50	3.50



Law Enforcement Fund - Program Description

This fund accounts for the forfeiture of contraband gained from the commission of criminal activity. Proceeds from this fund are to be used for law enforcement purposes.

Law Enforcement Fund**Summary of Expenditures:**

Account Title	2006-07 Actual	2007-08 Approved Budget	2007-08 Revised Budget	2008-09 Approved Budget
LOCAL				
Machinery & Equipment	\$18,204	\$46,265	\$46,265	\$0
Vehicles	0	125,000	125,000	0
Computer Equipment	6,447	25,000	25,000	0
Computer Software	17,582	0	0	0
Sub - Total	42,233	196,265	196,265	0
FEDERAL				
Machinery & Equipment	42,043	7,600	7,600	0
Vehicles	0	23,000	23,000	0
Audio/Visual Equipment	207,459	22,000	22,000	0
Computer Equipment	5,111	0	0	0
Computer Software	35,958	57,100	57,100	0
Sub - Total	290,571	109,700	109,700	0
Fund Total	\$332,804	\$305,965	\$305,965	\$0



Parks Improvement & Acquisitions Fund

This fund accounts for the collection and expenditure of fees from two specific parks and recreation related sources: sports league teams fees used for the improvement and maintenance of facilities; and, park development fees collected from developers of subdivisions who choose to provide cash in lieu of designating parkland. These funds are restricted based on guidelines provided in the subdivision ordinance.

Parks Improvement & Acquisitions Fund**Summary of Expenditures:**

Account Title	2006-07 Actual	2007-08 Approved Budget	2007-08 Revised Budget	2008-09 Approved Budget
PARKLAND DEVELOPMENT				
Parkland Development	\$0	\$293,050	\$293,050	\$406,132
Sub - Total	0	293,050	293,050	406,132
Fund Total	\$0	\$293,050	\$293,050	\$406,132



Municipal Court Fund - Program Description

This fund accounts for fees collected on conviction of certain Municipal Court offenses and is intended to enhance the safety of children, provide technology for processing court cases, and create a security plan for the courtroom.

Municipal Court Fund**Summary of Expenditures:**

Account Title	2006-07 Actual	2007-08 Approved Budget	2007-08 Revised Budget	2008-09 Approved Budget
CHILD SAFETY FINES				
School Crosswalk Upgrades	\$13,635	\$20,000	\$20,000	\$20,000
Sub - Total	13,635	20,000	20,000	20,000
TECHNOLOGY FEES				
Computer Equipment	8,599	12,000	12,000	38,600
Computer Software	5,000	9,000	9,000	11,760
Equipment & Machinery	0	16,500	16,500	0
Supplies	549	4,100	4,100	5,000
Training Expenses/Maintenance	0	1,120	1,120	1,000
Travel Expenses	0	500	500	500
Sub - Total	14,148	43,220	43,220	56,860
SECURITY FEES				
Security Services	32,121	35,000	35,000	35,000
Training Expenses/Maintenance	85	200	200	600
Sub - Total	32,206	35,200	35,200	35,600
Fund Total	\$59,989	\$98,420	\$98,420	\$112,460



Library Fund - Program Description

This fund accepts donations by patrons of the library for various books and videos to be purchased and housed in the Library.

Library Fund**Summary of Expenditures:**

Account Title	2006-07 Actual	2007-08 Approved Budget	2007-08 Revised Budget	2008-09 Approved Budget
ROUND ROCK PUBLIC LIBRARY				
Books & Materials	\$3,312	\$5,000	\$5,000	\$3,000
Sub - Total	3,312	5,000	5,000	3,000
Fund Total	\$3,312	\$5,000	\$5,000	\$3,000



Tree Replacement Fund - Program Description

This fund accounts for developer contributions used solely for the purpose of purchasing and planting trees in public rights-of-way, public parkland or any other city-owned property.

Tree Replacement Fund**Summary of Expenditures:**

Account Title	2006-07 Actual	2007-08 Approved Budget	2007-08 Revised Budget	2008-09 Approved Budget
TREE REPLACEMENT				
Tree Planting	\$0	\$250,000	\$250,000	\$250,000
Sub - Total	0	250,000	250,000	250,000
Fund Total	\$0	\$250,000	\$250,000	\$250,000

